

Notice (11/28/06): Toys "R" Us wrote to us on November 27, 2006, that, effective October 1, 2006, it stopped deducting dormancy fees on its gift cards, including those sold previously. The information we originally reported was based on the printed information on the back of the Toys "R" Us card we purchased and was confirmed with a Toys "R" Us corporate Customer Service representative in early November. Although Toys "R" Us cards do not yet reflect their change of policy, this new information shows that Toys "R" Us cards can be added to the list of 20 (now 21) standout cards that we recommend.

Gift Cards 2006: Retail Cards Continue to Improve (with Prodding); Bank Cards Still Have Problems

Updated 11/20/2006

BACKGROUND

Gift cards continue to be a booming business. Deloitte's 2006 Annual Holiday Survey shows gift cards will be the most popular gift to give this holiday season, with 66 percent of consumers planning to buy them.¹ Deloitte says those consumers intend to buy an average of 4.6 cards, an increase from the 3.9 they bought last year.² While traditional retail gift cards still dominate the market, bank gift cards carrying the logo of American Express, Discover, MasterCard and Visa, and accepted where those brands of credit, debit, or charge cards are, constitute the fastest growing segment of the market. One recent estimate is that one in five consumers plan to purchase such cards this holiday season.³

Amid this continuing boom, there have been several major developments regarding gift cards since we issued our third annual gift card report in late 2005.⁴ Citing information from press reports on our study, Chairman Joe Barton (R-Texas) of the U. S.

¹ "Deloitte Survey: American Consumers Are Bullish; Vast Majority Say Housing Values Won't Impact Holiday Spending," Deloitte Services Press Release, November 1, 2006.

² Ibid.

³ "Branded Gift Cards Popular With Consumers," PaymentsNews.com, November 6, 2006.

⁴ "Gift Cards 2005: Many Good Retail Cards; Any Good Bank Cards?" Montgomery County, Maryland, Division of Consumer Affairs, December 1, 2005.

House Committee on Energy and Commerce and Representative Charles Bass (R-N.H.) wrote to the Federal Trade Commission (FTC) in December 2005, asking the FTC to look into how gift cards are sold, marketed, and used, and to report its findings to the Committee on Energy and Commerce.⁵ The February 2006 response letter from FTC Chairman Deborah Platt Majoras cited our study and noted our finding that nine out of 30 studied retail gift cards impose an expiration date or a potential fee, and that six of those nine companies failed to disclose those restrictions pre-purchase in their stores, on their websites, or both.⁶ It took the position that “a company’s failure to clearly and conspicuously disclose all the material terms relating to their gift cards, including expiration dates and any potential fees, may constitute a deceptive act or practice under Section 5 of the FTC Act.”⁷

It became clear that the FTC has followed through on that position when Darden Restaurants, which operates Red Lobster, Olive Garden, Smokey Bones, and Bahama Breeze, reported in a Securities and Exchange Commission (SEC) filing that the FTC was pursuing legal action against it for failure to disclose adequately its gift cards’ dormancy fee.⁸ Red Lobster was one of the cards our study cited for inadequate disclosure. Darden disclosed the FTC was seeking \$31 million in monetary relief.⁹

While the FTC’s actions seem to be focused on retail cards, there were also important developments concerning bank cards. For example, in August the Office of the Comptroller of the Currency, part of the U. S. Department of the Treasury, issued a

⁵ December 20, 2005 letter from Joe Barton, Chairman, Committee on Energy and Commerce, and Charles Bass, Member of Congress, to Deborah Platt Majoras, Chairman, Federal Trade Commission.

⁶ February 14, 2006 letter from Deborah Platt Majoras, Chairman, Federal Trade Commission, to Joe Barton, U.S. House of Representatives.

⁷ Ibid.

⁸ Mike Chediak, “FTC Faults Darden on Gift Card,” Orlando Sentinel, August 3, 2006.

⁹ Ibid.

bulletin giving guidance to national banks on disclosure and marketing issues regarding their gift cards.¹⁰ Included in that guidance was an admonition that gift cards should not be advertised “as having ‘no expiration date’ if monthly service or maintenance fees, dormancy fees, or similar charges can consume the card balance and thereby have the same effect as an expiration date.”¹¹ In addition, press accounts have highlighted that consumers experience problems with bank cards when they attempt to make a purchase for an amount greater than the value on their bank cards.¹² Retail gift card systems are easily able to handle such transactions by applying the gift card value towards the purchase price while the consumer uses another form of payment for the balance. Because bank cards go through the credit or debit card processing system, those systems may not be capable of reading the precise value on the card and putting the balance of the transaction on another form of payment. Instead the bank card is rejected because its balance is insufficient for the transaction. Bank card issuers instruct consumers to deal with the problem by splitting the transaction into two transactions: one for the value on the bank card, which the consumer needs to know and tell the merchant, and the second for the difference between the card’s value and the purchase amount. Some consumers report problems even when they follow these instructions. Bank card issuers are working on the problem but acknowledge it isn’t solved.¹³

¹⁰ Gift Card Disclosures, OCC Bulletin 2006-34, Office of the Comptroller of the Currency, August 4, 2006.

¹¹ Ibid.

¹² Caroline Mayer, “Bank Cards Come Wrapped With Limits,” The Washington Post, February 17, 2006, p. D1.

¹³ Ibid., p. D2.

METHODOLOGY

For this, our fourth annual gift card report, we reviewed the gift cards, packaging and inserts, websites, and policies of 40 major retailers and restaurant chains and ten bank card issuers. The list of retailers and restaurants (contained in Table A) includes department stores, discount stores, wholesale clubs, toy stores, clothing stores, home improvement stores, craft stores, video rental stores, grocery stores, sporting goods stores, computer stores, gas stations, coffee shops, and restaurants. We have added ten new cards to the thirty we analyzed in earlier reports. The bank cards are listed in Table B. The information in this report was gathered from late October to mid-November 2006. Legislation took effect in Maryland on July 1, 2006, prohibiting imposing fees or expiration dates on retail gift cards until they are four years old. To ensure that this report remains relevant for the majority of states that don't have similar legislation, we purchased our cards outside of Maryland in jurisdictions without similar legislation.

Retail Cards

This year's study again looked at the following three retail gift card issues:

- 1) Whether replacement cards may be obtained if the gift card is lost or stolen and its value has not been depleted,
- 2) Whether the cards have an expiration date, and
- 3) Whether fees might be assessed to the card's balance.

This year's report also looked at whether the cards offer the convenience of being able to be used to purchase from the company's website. Results for these policies are presented in Table A.

The National Retail Federation recommends that consumers should understand a gift card's policies before they buy.¹⁴ We agree. Therefore, for those companies whose cards have an expiration date or a potential fee, we also looked at whether the cards' packaging (if any) in stores and the company's website (if cards are sold on the website) disclose the expiration date or potential fee. The results for those companies' disclosures are shown in the last column of Table A. It should be noted that a company was credited with a "Yes" for disclosure only if the expiration date or fee is disclosed in the stores and on the website, if cards are sold both places. At the same time, we were generous in giving credit for disclosure. Even if the disclosure is multiple clicks away from most of the gift card information on the website or a consumer has to make significant effort to see the disclosures in stores (short of disrupting the packaging), we counted that as a disclosure in that sales mode.

Bank Cards

When we reviewed bank gift cards, it became apparent that we would need a more comprehensive table because they impose a variety of fees, offer features, and pose problems that retail gift cards do not. In fact, there are so many fees, features, and issues that many are disclosed in somewhat lengthy paperwork accompanying the cards rather than on the cards themselves. This can make it difficult to know the terms pre-purchase when shopping in person, but some bank branches or other sellers might allow prospective purchasers to look over the paperwork before finalizing the purchase. The disclosures also appear on the cards' websites, where many of them are bought. Though

¹⁴ "Gift Card Sales Surge Again This Holiday as Popularity Increases," National Retail Federation Press Release, November 17, 2005.

some cards have additional features or fees, we again reviewed the following policies in this year's study:

- 1) Whether the cards have a processing/purchase fee,
- 2) Whether a lost or stolen card can be replaced and at what charge,
- 3) Whether there is a monthly maintenance fee,
- 4) Whether the card has an expiration date,
- 5) Whether the card can be used to obtain cash from an ATM and what the fee is,
- 6) Whether there is a fee for a telephone balance inquiry, and
- 7) Whether the card is reloadable and at what charge.

As with retail cards, we also looked at whether bank cards can be used to make purchases online. Finally, because of the split transaction problem discussed in the Background section of this report, we looked at whether there is a potential problem when a purchase exceeds the amount on the card. The results for these policies appear in Table B.

FINDINGS

Retail Cards

- 29 of the 40 cards, 72.5 percent, offer the potential to obtain a replacement card, with the remaining balance, if the original is lost or stolen. Getting a replacement may require the original receipt and the card number. Some companies may accept other proof of purchase. Crate and Barrel and Starbucks require the card to have been registered with them.

- Only three of the 40 cards, Blockbusters, Bloomingdales, and Macy's, have an expiration date.
- Three of the 40 cards may impose fees if the card is not used much. They are Pizza Hut, Shell, and Toys "R" Us. These are "dormancy" or "inactivity" fees of \$1.00 - \$2.00 per month that kick in if the card has not been used from 12-24 months.
- Six of the 40 cards, 15 percent, impose either an expiration date or a potential fee. No card imposes both.
- Only four of the 40 cards cannot be used to purchase items for sale on the company's website. Six other companies sell nothing more than gift cards on their websites, making this category not applicable to them.
- 20 of the 40 cards, 50 percent, stand out by offering the potential for replacement if lost or stolen, being able to be used online (or having websites that made this inapplicable), and not imposing a fee or expiration date. They are: Abercrombie and Fitch, Best Buy, Borders Books, Circuit City, Costco, Crate and Barrel, Gap, JCPenney, KB Toys, Kohl's, Lowe's, McDonald's, Nordstrom, Old Navy, PetSmart, Sears, Sports Authority, Starbucks, Target, and Wal-Mart. A caveat should be noted for Best Buy: it reserves the right to change the applicable terms and conditions of its cards, so the current terms are not guaranteed for the life of the card.
- Of the six companies' cards that impose an expiration date or potential fee, only one, Toys "R" Us, fails to disclose those restrictions pre-purchase. (Curiously, while Toys "R" Us fails to disclose its fee on packages in its stores, the fee is disclosed on the packages of some Toys "R" Us cards sold at other retailers.) This is not to say that all of the other companies' disclosures are perfect. The Bloomingdale's card package

gives a toll free number to call to “check the expiration date or balance,” hardly a specific disclosure of when it expires. Finally, while Macy’s discloses when its cards expire on its website and the packages in its stores, the packages of some Macy’s cards sold at other retailers do not disclose that the cards expire.

Bank Cards

- All ten of the bank cards impose a purchase/processing charge. They range from \$2.00 in malls for the Simon Mall Visa Gift Card, to \$9.95 at retailers for the Good2Go Prepaid MasterCard.
- All ten of the cards can be used online.
- All ten of the bank cards acknowledge that using the card for purchases greater than the card’s value may result in problems, such as the transaction being rejected. If, for some reason, such transactions somehow go through with just the gift card, most of the companies make clear that the consumer is responsible for the amount the purchase exceeded the card’s value. Most give detailed instructions on how to attempt to split the transaction.
- Nine of the ten bank cards have a monthly maintenance fee of \$2.00 to \$4.95 per month. The Good2Go Prepaid MasterCard deducts its \$4.95 fee starting with month one. The GiftCards.com Visa Debit Gift Card and Carmen Electra Gift MasterCard delay their \$2.50 per month fees until after six months. The All-Access Visa Gift Card, the American Express Gift Card, the American Express Gift Card for Kids, the Simon Mall Visa Gift Card, and the Washington Mutual MasterCard Gift Card do not impose their monthly fees until after 12 months. The Discover Gift Card does not impose a monthly fee unless the card is not used for 12 consecutive months. The

iCard Visa Gift Card charges a \$25 fee per six months, which is waived for the first six months. Although not technically a maintenance fee, the GiftCards.com Visa Debit Gift Card charges a \$.35 fee for each purchase transaction from a merchant, the only such fee in the group of cards.

- All ten of the bank cards have an expiration date. They range from a low of just over six months for the iCard Visa Gift Card, to up to three years for the American Express and All-Access Visa Cards. All of these cards also offer the opportunity to have any remaining balance at expiration returned via a reissued card or check (though we had to call to learn that about the Carmen Electra Gift MasterCard). The American Express Gift Cards and the Carmen Electra Gift MasterCard do not charge for a new card or refund check, respectively. Otherwise, the charges for a new card or refund check range from \$5.00 to \$25.00. The iCard Visa Gift Card has the highest fee along with the shortest expiration date. Some of the cards specify that the new card or check must be requested within a time limit, the Discover Gift Card's is 90 days. The iCard Visa Gift Card's normal \$25.00 check issuance fee increases to \$75.00 if one waits more than 2 years after purchase to request the refund. But there is another reason to ask for the card's balance to be returned promptly after expiration: with the exceptions of the Simon Mall Visa Gift Card and the Carmen Electra Gift MasterCard, it appears that the maintenance fees for these cards continue to be charged even after the stated expiration date. They can quickly eat away any balance that existed at expiration.

We noted last year that American Express trumpeted on its gift cards' packaging and website that the "funds never expire," though the card did. We said

this claim seemed misleading since American Express imposed a \$2.00 per month maintenance fee after 12 months that could deplete the funds to zero. American Express has eliminated this claim from its website, but it remains on the packages of the cards that we bought.¹⁵ The All-Access Visa Gift Card uses similar language on its package. Both of these cards seem to run afoul of the Comptroller of the Currency's admonition, noted in the Background section of this report, not to use "no expiration" claims if there is a maintenance fee that consumes the card's balance.

- All of the cards offer replacements if a card is lost or stolen. Discover does not charge for a replacement. The other cards charge \$5.00 - \$15.00 for the service. The All-Access Visa Gift Card will refund a lost card's balance via check instead of a new card. It is critical that the companies be promptly notified of a missing card so that there is a balance to be returned.
- Only the Good2Go Prepaid MasterCard and the iCard Visa Gift Card can be used in ATMs, at a charge of \$.99 - \$2.50 per transaction above the charges of the ATM operator.
- The Good2Go MasterCard and the All-Access Visa Gift Card may charge for telephone balance inquiries. While the charge is \$1.00 per call or less, this can cause problems when one tries to obtain a precise balance in order to execute a split transaction in a purchase greater than the card's value.
- The Good2Go MasterCard is the only card that can be reloaded – for a fee.
- All of the bank cards, except the All-Access Visa Gift Card, reserve the right to change the terms and conditions of the cards.

¹⁵ American Express says it has instituted new packaging that deletes this claim.

HIGHLIGHTS

Retail Cards

This year's sample shows that some major retailers and restaurants have made substantial improvements in their cards. CompUSA, Hollywood Video, KB Toys, Kmart, Kohl's, and Red Lobster have all dropped dormancy fees. We bought Kohl's and Red Lobster cards that still listed fees (Red Lobster's website still does, as well), but corporate officials have assured us in writing that fees will not be charged on cards sold from now on, regardless of what the card says. Indeed, Red Lobster (Darden Restaurants) has indicated that, as of mid-October 2006, fees will not be imposed on any cards, even those sold earlier. In addition, while Blockbuster and Macy's have retained their expiration dates, they have improved their disclosure of their policies. These companies may have felt pressure from Congress, the FTC, and state legislatures to make these changes, but they are to be credited for making them. On the other hand, it is disappointing that Toys "R" Us has not yet made improvements in its fee or disclosure policies.

Bank Cards

Unfortunately, our study does not show any such improvements in bank cards. They continue to impose a slew of fees. At least our study highlights several bank cards that do not impose maintenance fees until after one year: the All-Access Visa Gift Card, American Express Gift Card, American Express Gift Card for Kids, Discover Gift Card, Simon Mall Visa Gift Card, and Washington Mutual MasterCard Gift Card. If the Discover Gift Card is used within the first year, its maintenance fee will be postponed even longer. Unfortunately, while we noted in last year's report that the Discover Gift

Cards, which are available only to Discover Cardmembers, could be bought without any purchase/processing fee, Discover has now instituted such charges just in time for the holidays. In addition, one need only read the materials accompanying bank cards to realize that the problem of paying for a purchase greater than the card's value is a substantial one. For example, after the American Express website instructs consumers how to try to do a split transaction, it notes that "[s]ome retailers, particularly department stores, will only allow a 'split tender' transaction if the second form of payment is cash or check. Internet and most mail order merchants do not permit 'split tender' transactions. We do not guarantee that the Merchant will accept two forms of payment such as two gift cards." While American Express' disclosure is commendable, this is hardly the convenience one expects when paying fees for a bank card.

RECOMMENDATIONS

For Card Buyers/Givers

- Choose one of the 20 standout retail cards highlighted in this study, bearing in mind our caveat on Best Buy. While the features highlighted in this study may not be critical to all recipients, we believe they will appreciate receiving a card with all of these features. In addition, our experience is that expiration dates, fees, or losing a card become a factor much more often than one would expect. For example, Consumers Union, the publisher of Consumer Reports, just released a survey showing that 19 percent of consumers who received gift cards last holiday season, or

approximately 23.3 million consumers, have not yet used at least one of the cards they received.¹⁶

- If the widespread acceptance of a bank card is of primary importance, pick one that does not impose maintenance fees until at least one year. But do not be surprised if the recipient does not spend all of the card's value because of the difficulty in doing a split transaction.
- Send the original receipt along with the card to the recipient or the recipient's parent. Advise them to keep it in a safe place so they can seek a replacement if the card is lost or stolen.
- When buying a gift card, look carefully at the pre-purchase disclosures of terms and conditions on the website and the packaging or inserts in the store or bank. If terms are not given, or appear too cryptic to be complete, do not buy it.

For Recipients

- Look at the terms and conditions on the back of a gift card and any paper insert as soon as you receive one. If the card has an expiration or fee commencement date, spend it promptly. Avoid the bank card uses that incur additional fees.
- Set up a family gift card file to retain the original receipts, subsequent receipts, any expiration/fee commencement dates, any inserts with terms and conditions, and toll free customer service numbers. Register the cards of retailers that require it for replacement.

¹⁶ "Consumer Reports Holiday Shopping Poll Reveals How Americans Plan to Shop for the 2006 Holidays," Consumers Union Press Release, October 25, 2006.

- Call the toll free number as soon as possible if the card is missing, because you should not expect a replacement if someone else has spent the balance on your missing card. Even if the card says that replacements are not provided, contact the company anyway if it is lost or stolen. It does not hurt to ask, and we talked to some customer service representatives who indicated that their company might replace cards with proper proof of purchase even when its stated policy is not to.

Retail Cards (Table A)

Card	Are Replacement Cards available if lost or stolen?	Can Card be Used to Purchase From Company Website?	Is there an Expiration date?	Are there Fees?	Is the Expiration date/fee disclosed pre-purchase in both store and website?
Abercrombie & Fitch	Yes, with original receipt	Yes	No	No	—
Barnes & Noble	No ¹	Yes	No	No	—
Best Buy ²	Yes, with proof of purchase	Yes	No	No	—
Blockbuster	Yes, with card number and receipt	Yes, if card has PIN	Yes, after 24 consecutive months non-use ³	No ⁴	Yes
Bloomingdale's (a Federated Dept. Store)	Yes, with proof of purchase	Yes	Yes, after 2 years from last value added ³	No	Yes ⁵
Borders Books ⁶	Yes, with proof of purchase	Yes	No	No	—
Circuit City	Yes, with original receipt	Yes	No	No ⁷	—
CompUSA	Yes, with proof of purchase	No	No	No ⁸	—
Costco	Yes, with original receipt	Yes	No	No	—
Crate & Barrel	Yes, if card registered	Yes	No	No	—
CVS	No	Yes, if card has PIN	No	No	—
Gap	Yes, with original receipt	Yes	No	No	—
Hollywood Video	No	n/a	No	No	—
Home Depot ²	Yes, with proof of purchase	No	No	No	—
JC Penney	Yes, with proof of purchase	Yes	No	No	—
Kay Jewelers	Yes, with proof of purchase	No	No	No	—
KB Toys	Yes, with proof of purchase	Yes	No	No	—
KMart	No	No	No	No	—
Kohl's	Yes, with proof of purchase	Yes	No	No ⁹	—
Linens N Things	No	Yes	No	No	—
LL Bean	No	Yes	No	No	—
Lowe's	Yes, with original receipt	Yes	No	No	—
Macy's (a Federated Department Store)	Yes, with proof of purchase	Yes	Yes, after 2 years from last value added ³	No	Yes ¹⁰
McDonald's	Yes, with original or most recent reload receipt	n/a	No	No	—

Card	Are Replacement Cards available if lost or stolen?	Can Card be Used to Purchase From Company Website?	Is there an Expiration date?	Are there Fees?	Is the Expiration date/fee disclosed pre-purchase in both store and website?
Michaels	No ¹	n/a	No	No	—
Nordstrom	Yes, with proof of purchase	Yes	No	No	—
Old Navy	Yes, with original receipt	Yes	No	No	—
Outback	No ¹	No	No	No	—
PetSmart	Yes, with proof of purchase and card number	Yes	No	No	—
Pizza Hut	Yes, with proof of purchase	n/a	No	Yes, \$1/month after 12 months non-use ³	Yes
Pottery Barn	No	Yes	No	No	—
Red Lobster (Darden Restaurants) ¹¹	No	n/a	No	No ¹²	—
Safeway	No	Yes	No	No	—
Sears	Yes, with proof of purchase	Yes	No	No	—
Shell	Yes, with proof of purchase	n/a	No	\$1.75/month after 12 consecutive months non-use ³	Yes
Sports Authority	Yes, with proof of purchase and ID	Yes	No	No	—
Starbucks	Yes, if card registered	Yes	No	No	—
Target	Yes, with original receipt	Yes	No	No	—
Toys “R” Us	Yes, with proof of purchase	Yes	No	\$2/mo. after 24 mos. non-use ³	No ^{13,14}
Wal*Mart ¹⁵	Yes, with original receipt ¹⁶	Yes	No	No	—

¹ Customer Service representative indicated company may provide replacement with proper proof of purchase.

² Company reserves right to alter terms and conditions of its cards.

³ Expiration dates or fees do not apply in states that prohibit them.

⁴ Some Blockbuster cards sold at other retailers impose a \$2/mo. fee after 24 mos. non-use, instead of expiration date.

⁵ Package lists 800 number to check expiration date, but does not give specifics of expiration.

⁶ Can also be used at Waldenbooks and Brentano’s.

⁷ Though the cards purchased online and in stores said there is a fee of \$2/mo. after 24 mos., company established that was an error.

⁸ CompUSA’s cards and website list \$1/mo. fee for 24 mos. non-use if card value is \$5 or less. Company stated that its policy is not to charge any fee and to pay out card balances under \$10 in cash.

⁹ Even though cards indicate a \$1.50/mo. fee after 24 mos. non-use, company terminated fee on Sept. 1, 2006.

¹⁰ The packaging of some Macy’s cards sold by other retailers does not disclose the expiration date.

¹¹ Also can be used at Olive Garden, Bahama Breeze, and Smokey Bones.

¹² Although cards and website still state a \$1.50/mo. fee after 15 mos. non-use, company terminated fee in mid-October 2006.

¹³ Cards not sold on company's website.

¹⁴ Though we found the packaging in Toys "R" Us stores does not disclose the fee, it is disclosed on the packaging of some Toys "R" Us cards sold at other retailers.

¹⁵ Can also be used at Sam's Club.

¹⁶ Website states they are not replaceable.

Bank Cards (Table B)

Card	How Purchased and Fee or Processing Charge	Potential Problem When Purchase Exceeds Card Value?	Use Online?	Maintenance Fees	Expiration Date	Replacement Card Fee	ATM/Cash Access Fee	Telephone Balance Inquiry Fee	Reloadable?
All-Access Visa Gift Card (Inter National Bank)	Participating Retailers \$3.95	Yes	Yes	\$4.95 per month after 12 months, until balance is depleted.	Maximum of 3 years from date of purchase - printed on the card and package.	\$9.95 to refund balance via check.	Cannot be used at ATMs.	\$1.50	No
American Express Gift Card	Online at www.americanexpress.com/giftcard By phone at 1-877-AXP-GIFT At participating banks, retailers, and malls. \$3.95, plus \$5.95 shipping (\$2.00 for personalized cards) for online and phone orders Not available to residents of CT, HI, NH, RI, &VT	Yes	Yes	\$2.00 per month after 12 months, until balance is depleted.	Up to 3 years from date of purchase, depending on where purchased- marked on card. Remaining balance may be transferred to a new gift card for free or refunded via check minus \$10.00 check-issuance fee.	\$5.95	Cannot be used at ATMs.	No	No
American Express Gift Card for Kids	Online at www.americanexpress.com/giftcard By phone at 1-877-AXP-GIFT At participating banks, retailers, and malls. \$4.95, plus \$5.95 shipping for online and phone orders Not available to residents of CT, HI, NH, RI, &VT American Express sells similar cards for teens, birthdays, dining, movie lovers and bride and groom.	Yes	Yes	\$2.00 per month after 12 months, until balance is depleted.	Up to 3 years from date of purchase, depending on where purchased- marked on card. Remaining balance may be transferred to a new gift card for free or refunded via check minus \$10.00 check-issuance fee.	\$5.95	Cannot be used at ATMs.	No	No

Carmen Electra Gift MasterCard	Online at www.electragift.com \$5.95	Yes	Yes	\$2.50 per month after 6 months, until balance is depleted or card expires.	12 months from date of purchase, printed on card Remaining balance may be refunded by check within 6 months after expiration date (no cost).	\$5.00	Cannot be used at ATMs	No	No
Discover Gift Card	Online at www.discovergiftcard.com By phone at 1-866-522-7026 Must be a Discover Cardmember to purchase Not available to residents of CT, DC, MA, ME, NH, RI, & VT \$3.95 fee for Original Gift Card & \$6.95 for Premium Gift Card Package	Yes	Yes	\$2.50 per month after 12 consecutive months non-use, until balance is depleted.	24 months from time of purchase. Printed on Card. Remaining balance may be transferred to a new gift card less a \$5.00 service fee or refunded by check less a \$10.00 service fee (must be requested within 90 days after expiration).	None	Cannot be used at ATMs	No	No
Giftcards.com Visa Debit Gift Card	Online at www.giftcards.com \$4.95 for \$25 - \$75 \$5.95 for \$76 - \$250 \$6.95 for \$251 - \$500	Yes	Yes	\$2.50 per month after 6 months, until balance is depleted. \$.35 fee for each purchase.	2 years from issue date \$15 fee to close account. Balances over \$25 refunded via new gift card. Balances under \$25 refunded by check.	\$5.00	Cannot be used at ATMs	No	No

Good2Go Prepaid MasterCard (Columbus Bank and Trust)	Participating Retailers \$9.95	Yes	Yes	\$4.95 per month, until balance is depleted.	At least 1 year from the date of activation. Remaining balance may be transferred to a new card, if issuer chooses, or refunded by check.	\$10.00	\$2.50 per ATM transaction (\$0.99 per ATM transaction for Student Cards) above charge of ATM operator. \$4.00 per cash advance obtained from a teller or other non-ATM cash system.	Via interactive voice response system - \$0.75/call in excess of 5 per month. Live operator- \$0.41/ minute, up to a maximum of \$1.00 per call.	Yes (before expiration) Through retailers and Green Dot, up to \$5.95 per reload.
iCARD Visa Gift Card (BANKFIRST)	Online at www.icardgiftcard.com By phone at 1-636-733-7541 \$7.95 online \$5.95 plus 2.5% of card's value for phone orders	Yes	Yes	\$25.00 per 6 months, waived for first 6 months, until balance is depleted or refund requested.	6 months from the month following issuance. Balance may be refunded by check for \$25.00 fee within 1 year of purchase, \$50.00 from 1-2 years, or \$75.00 after 2 years.	\$5.95	\$2.50 per transaction above surcharge of ATM owner.	No	No
Simon Mall Visa Gift Card (U.S. Bank)	Online at www.simongiftcard.com In Simon malls \$5.95 online \$2.00 in malls	Yes	Yes	\$2.50 per month after 12 months, until expiration date.	At least 20 months from date purchased. Printed on front of card. Remaining balance may be transferred to a new card for \$15.00 reissue fee.	\$5.00	Cannot be used at ATMs.	No	No

Washington Mutual MasterCard Gift Card (Washington Mutual)	Online at www.wamugiftcards.com \$5.45 for \$25 - \$200 \$7.95 for \$201 - \$500	Yes	Yes	\$2.50 per month after 12 months, until balance is depleted.	24 months from purchase date. Printed on card. Remaining balance may be transferred to a new gift card or refunded via check for \$15 fee. Must be requested within 180 days of expiration date.	\$15.00	Cannot be used at ATMs.	No	No
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